

# A Study on the Production and Communication Strategies of Folk Culture Content on Short-Video Platforms

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**Abstract:** In the era of digital communication, short videos, with their advantages of fragmentation, immersion, and interactivity, have become an important medium for the inheritance and dissemination of folk culture. Based on the characteristics of short-video platforms and the intrinsic connotations of folk culture, this paper explores the significant value of folk culture dissemination on short-video platforms, clarifies the core requirements for folk culture content creation in the short-video era, and focuses on targeted strategies for content production and communication. By addressing problems such as homogenization and the weakening of cultural connotations in current folk culture short-video dissemination, this study aims to promote the living inheritance of folk culture, enhance the communicative power and social influence of traditional culture, and provide references for related research and practice.

**Keywords:** Short-video platforms; Folk culture; Content production; Communication strategies

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## 1. Introduction

Folk culture is an important component of traditional Chinese culture, carrying regional characteristics, value concepts, and life wisdom, and serving as a vital vehicle of cultural identity. However, under the impact of modernization and globalization, folk culture faces challenges such as discontinuities in inheritance and limited dissemination. The rise of short-video platforms has broken traditional communication barriers and provided new pathways for the dissemination of folk culture. Based on this background, this paper focuses on the content production and communication of folk culture on short-video platforms, explores its value, creative requirements, and specific strategies, seeks to address dissemination challenges, promotes the living inheritance of folk culture, and highlights the contemporary value of traditional culture.

## **2. The important value of folk culture content dissemination on short-video platforms**

### **2.1. Facilitating the living inheritance of folk culture and addressing inheritance dilemmas**

Relying on their convenient dissemination characteristics, short-video platforms break the temporal, spatial, and social-circle limitations of traditional folk culture inheritance, transforming folk skills and festival customs that were originally confined to specific regions and niche groups into intuitive and easily understandable visual content. This mode of dissemination enables folk culture to move beyond its original living contexts, reduces reliance on offline oral transmission, and reaches a broader social audience, particularly attracting the attention of younger groups <sup>[1]</sup>.

Given young people's high-frequency usage of short-video platforms, folk culture can be disseminated in forms closer to their habits and preferences, effectively stimulating their interest in understanding and inheriting folk culture and encouraging a shift from niche inheritance to mass dissemination. This approach directly addresses current challenges such as the aging of folk culture inheritors and the lack of younger successors, allowing ancient folk traditions to gain renewed vitality in the digital era.

### **2.2. Strengthening cultural identity and highlighting the contemporary value of traditional culture**

Through concrete and life-oriented presentations, folk culture short videos integrate traditional cultural values and life wisdom into audiovisual content, rapidly evoking audiences' cultural memories and generating deep emotional resonance. Through short-video dissemination, audiences can more intuitively experience the unique charm of local and national cultures, gradually strengthening their cultural identity and cultural confidence.

Short-video communication also promotes the deep integration of folk culture with contemporary life, excavating value connotations that align with the needs of the new era, enabling folk culture—once marked by traditional imprints—to radiate new vitality in modern society, and fully demonstrating the value and influence of traditional culture in the contemporary context <sup>[2]</sup>.

## **3. Requirements for folk culture content creation in the short-video era**

### **3.1. Upholding cultural authenticity and preserving core folk connotations**

Folk culture content creation must adhere to originality and authenticity, which constitute the core prerequisite for cultural inheritance. The core value of folk culture lies in its unique historical accumulation and cultural connotations. During the creative process, excessive entertainment-oriented interpretations and homogenized adaptations should be avoided, as well as practices that distort the original meaning of folk culture for the sake of traffic.

Creators should fully preserve the operational processes of folk skills, traditional procedures of festival customs, and the cultural symbolism behind them, restoring the authentic appearance of folk culture and preventing cultural distortion. Only by adhering to this principle can audiences truly access the essence of folk culture, understand its historical value and humanistic spirit, and ultimately achieve the fundamental goal of cultural inheritance while maintaining the uniqueness and vitality of folk culture during dissemination.

### **3.2. Adapting to platform characteristics and creating lightweight high-quality content**

The fragmented nature, short duration, and visual core of short videos determine that folk culture content creation must adapt to platform logic and focus on producing lightweight, high-quality content. As audiences often browse

short videos in fragmented time slots and lack sustained attention, folk culture content should streamline redundant information, highlight the most distinctive core features, and avoid lengthy and complex narration<sup>[3]</sup>.

Creators should adopt intuitive and vivid audiovisual expressions, balance visual quality with narrative rhythm, and produce lightweight works that conform to platform time constraints, feature smooth and lively pacing, and present visually engaging imagery. High-quality lightweight content can quickly capture audience attention while efficiently conveying core folk culture information, thereby significantly enhancing dissemination efficiency and reach.

### **3.3. Aligning with audience needs and enhancing interactivity and emotional resonance**

Folk culture content creation should be audience-oriented, especially addressing the aesthetic preferences and interests of younger audiences, which is key to enhancing dissemination effectiveness. While adhering to cultural authenticity, creators should break away from rigid traditional dissemination models and integrate contemporary aesthetic trends and youthful expressive forms, interpreting folk culture in ways audiences enjoy.

Interactive content elements can be designed to reduce the distance between folk culture and audiences, breaking the stereotype of folk culture as “aloof” or inaccessible. By aligning with audience needs, creators can enhance content interest and emotional resonance, transforming audiences from passive viewers into active participants, increasing engagement and spontaneous sharing, and enabling folk culture to truly integrate into everyday life.

## **4. Content production strategies for folk culture on short-video platforms**

### **4.1. Exploring unique resources and creating differentiated content IPs**

Exploring distinctive resources and building differentiated content IPs is a core strategy for folk culture content production on short-video platforms and a key means of overcoming homogenized competition. This requires in-depth field research across different regions, systematic organization of diverse folk culture resources, and moving beyond commonly known folk traditions<sup>[4]</sup>.

Special attention should be paid to niche folk skills, distinctive festival activities, and region-specific customs, excavating their unique cultural characteristics and presentation highlights. It is also important to uncover the personal stories and historical origins behind folk traditions, using vivid human narratives to add emotional warmth and deep historical foundations to enrich content depth.

Through precise positioning of distinctive resources and the creation of recognizable folk culture content IPs, unique dissemination memory points can be formed, enabling content to stand out amid massive short-video output, attract targeted audiences, and enhance core competitiveness and long-term dissemination capacity.

### **4.2. Innovating presentation forms and integrating tradition with modernity**

Innovative presentation forms that integrate tradition with modernity can significantly enhance the appeal and dissemination power of folk culture content. Content production should break away from rigid traditional presentation models, actively adapt to short-video communication features, and deeply integrate traditional folk culture with popular short-video formats.

Narrative-based storytelling can embed folk scenes into everyday plots, allowing audiences to understand folk connotations through stories; process breakdowns can clearly demonstrate the operational steps of folk skills, satisfying audiences’ curiosity; immersive filming techniques can convey the on-site atmosphere of folk activities.

Incorporating traditional Chinese aesthetics and contemporary fashion elements, combined with techniques

such as macro photography and slow motion, can refine the presentation of folk details, ensuring that folk culture content retains traditional charm while meeting modern aesthetic expectations and achieving a balance between cultural depth and entertainment value.

### **4.3. Building a multi-actor creation system and forming synergistic forces**

Building a diversified creator ecosystem and forming collaborative forces can provide sustained momentum for folk culture content production and expand dissemination reach. A multi-layered creation system involving inheritors, professional creators, and ordinary users should be established, with clear role differentiation.

Folk culture inheritors should be encouraged to directly participate in content creation, ensuring authenticity and professionalism through their expertise. Professional creators should optimize expression and apply short-video production techniques to enhance visual quality, rhythm control, and platform adaptability. Ordinary users should be motivated to share folk scenes and experiences from daily life, enabling folk culture to integrate into everyday contexts through UGC-driven dissemination and forming a comprehensive, multi-level content production structure.

## **5. Communication strategies for promoting folk culture content on short-video platforms**

### **5.1. Optimizing algorithmic recommendations to enhance precise reach**

Optimizing algorithmic recommendations is a key strategy for improving the precise reach of folk culture content, enabling high-quality content to break through traffic barriers and reach target audiences<sup>[5]</sup>. The core advantage of short-video platform algorithms lies in precise audience matching.

During creation and operation, audience interest tags, regional distribution, and browsing habits should be leveraged for accurate content classification and tagging. Folk culture content should be targeted toward audiences interested in traditional culture and folk skills to reduce ineffective exposure.

Additionally, titles and cover designs should be optimized: titles should be concise and highlight folk characteristics, while covers should align with content themes and be visually engaging. These optimizations can enhance initial exposure rates and ensure precise audience reach, improving dissemination relevance and efficiency.

### **5.2. Creating interactive scenarios to stimulate audience sharing motivation**

Building interactive scenarios can effectively stimulate audience enthusiasm for dissemination and form a positive communication loop for folk culture. Active audience participation is the core driving force for expanding the dissemination scope. Platforms should leverage interactive features to create diversified engagement scenarios.

Folk culture topic challenges can be launched to encourage users to film local folk scenes or imitate folk skills, fostering mass participation. Online folk knowledge quizzes can deepen understanding through interactive learning. Secondary creation initiatives can encourage users to reinterpret and spread high-quality folk content creatively.

Through diversified interactive activities, audiences can shift from passive viewing to active participation, leading to spontaneous sharing and forming a complete loop of viewing–interaction–dissemination, continuously expanding reach and enhancing dissemination effectiveness.

### **5.3. Strengthening multi-party collaboration to broaden dissemination channels**

Strengthening multi-party collaboration is an important support for broadening dissemination channels and

enhancing overall influence. Efficient folk culture dissemination requires coordinated efforts among inheritors, short-video platforms, cultural institutions, and media organizations.

Platforms can provide targeted traffic support and professional guidance for creators while optimizing content distribution mechanisms. Cultural institutions can offer professional knowledge support, and review guidance to ensure accuracy and credibility. Media organizations can further amplify high-quality folk short videos through secondary dissemination, increasing authority and coverage.

Offline folk activities should also be integrated with online dissemination by converting offline scenarios into short-video content, achieving deep integration between online communication and offline practice, and maximizing dissemination reach and impact.

## 6. Conclusion

Short-video platforms provide new pathways for the living inheritance and wide dissemination of folk culture. They not only address inheritance challenges and strengthen cultural identity but also highlight the contemporary value of traditional culture. Folk culture content creation should adhere to authenticity, adapt to platform characteristics, and align with audience needs. Content production should focus on differentiation, innovative presentation, and multi-actor collaboration, while dissemination should optimize algorithms, enhance interactivity, and strengthen multi-party coordination.

The production and dissemination strategies proposed in this paper can effectively address prominent issues in current folk culture short-video dissemination, promote living inheritance, provide references for future research and practice, and facilitate the sustainable development of traditional culture in the digital era.

## Disclosure statement

The author declares no conflict of interest.

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